



Mid-Atlantic Renewable Energy Coalition

Building consumer demand for clean, renewable energy

***Peter Adels
PennFuture***

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Green Power Marketing
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Selling Green Power

- **Required PURPA: Forget it**
- **Lowest price energy: Getting there**
- **Government mandate: Still needs public support**
- **Utility Green Pricing: Still needs market demand**
- **Competitive Markets: Based on consumer demand**

Consumer Awareness (Not!)

- Know dirty air, global warming are serious problems; want to address.
- Don't know electricity a main cause.
- Don't know can buy cleaner power.
- Willing to pay more; assume costs *too much more*.
- Little attention to issue; skeptical of claims.

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To Get Joe Consumer to Buy....

- **Do the right thing.**
- **Everyone is doing it.**
- **Requires extensive, long-term public education.**
- **Requires extensive, long-term marketing investment.**

Renewable Marketing (Not!)

- **Press**
- **Public Relations**
- **Public Events/Outreach**
- **Large Users**
- **Mass Marketing**

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Retailer Marketing

- **6 retailers of clean electricity in the entire Mid-Atlantic region.**
- **Limited mass marketing program, if any.**
- **Some no affirmative sales program.**
- **Only a few devote any meaningful dollars to sales budgets or personnel.**

Fill the void

- **August, 2000: U.S. DOE Wind Powering America, Phila: build consumer demand in Mid-Atlantic so that there will be substantial new development.**
- **October 2000: Announced at DOE Wind Powering America, Morgantown, WV**
- **December, 2000: 70 individuals, 30 organizations helped plan.**
- **January, 2001: fundraising, program**
- **January 2002: Clean Your Air Campaign**

Who Is MAREC?

- **Coalition of government, public interest groups, renewable energy businesses, foundations, sustainable energy funds.**
- **Directed by Executive Committee**
- **Managed by PennFuture**

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Original Business Members

**Exelon Power Team
Atlantic Renewables
Energy Unlimited
Zilkha Renewables
Hopwood, Inc.
NEG Micon
Enron Wind
Vestas
Green Mountain
Community Energy**

**Energy Cooperative
Energy Developments
Orion
enXco
RES
National Wind
Bergey Windpower
AWS
MA Mortensen**

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New Business Members

FPL Energy

GE Wind

Clipper Windpower

Think Energy

**Princeton Energy
Systems**

Blue Hill Partners

Advanced Renewables

McLean Energy Partners

Curry & Kerlinger

**Businesses asked to
contribute \$10,000
annually, or \$25,000 if
over \$25 million
annual revenues.**

**Any business may give
less, no questions
asked.**

Raised \$1 million

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What Does MAREC Do?

- **Mass marketing, public education**
- **Public recognition**
 - **Media: press release, conferences, news, editorials**
 - **Conferences**
 - **Awards ceremonies**
- **Large User Technical Assistance**
- **Direct Outreach**
- **Policy Initiatives**

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Getting to Awareness

- **Media:** free press to publicize major renewable energy developments.
- **Professional Marketing:** introduce a new product to mass audience and successfully gain customers.
- **Direct outreach:**
 - Sales
 - Education, advocacy, and technical assistance to reach targeted groups.

Marketing

- **Lots of cash to change a market**
- **Sustained over a period of time**
- **Few sources capable of providing the required level of financial support**
- **Retailers can't do it**
- **Leverage private and public dollars**
- **Consistent messaging**

Awareness Goals

- **Call to action**
- **Clean electricity for public health, environment, economy/energy security**
- **Clean electricity is:**
 - **Available**
 - **Reliable**
 - **Affordable**

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Phase 1 Ads

Clean Your Air produced:

- a 30-second & a 15-second TV ad**
- a 30-second radio ad**
- 3 print ads that may be used in various sizes and formats**

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For hundreds of years
people have looked to
the sun, wind and water
for survival.



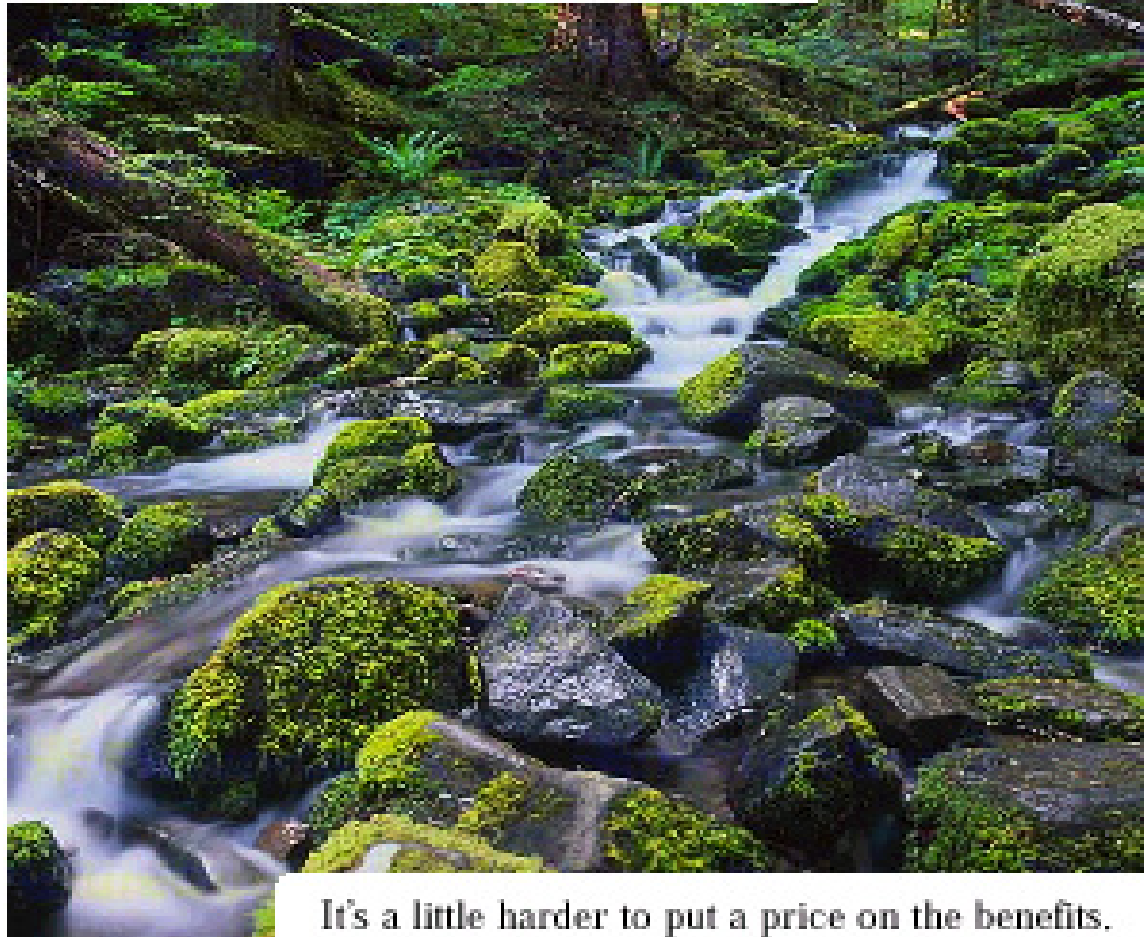
It's time we did again.

The power of nature has always been there for us. And today, we have the technology to harness that power to generate electricity. Choosing clean electricity is the single easiest way to make a difference for our environment, our health and our future. For just a few cents more a day, you can change the way electricity is made. Before you pay your next electric bill, take a deep breath. Then, choose clean electricity.

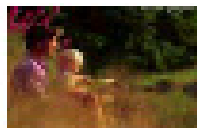
Get the facts. Take control. Do it now.
www.CleanYourAir.org



Clean electricity costs a few cents more a day.



It's a little harder to put a price on the benefits.



Traditional forms of electricity generation cause acid rain, smog, global warming and health problems. But for just a few cents more a day, you can choose clean electricity which gets its power from natural sources like the wind and the sun, with no harmful emissions. Before you pay your next electric bill, remember this: you can change the way electricity is made.

Get the facts. Take control. Do it now. www.CleanYourAir.org



You've come this far.
Don't stop now.



In Pittsburgh, the good old days weren't so good. At least when it came to the quality of our air. The job's not done yet. Even today, traditional forms of electricity generation are causing acid rain, smog, global warming and health problems. But for just a few cents more a day, you can change the way electricity is made. Before you pay your next electric bill, take a deep breath. Then, choose clean electricity.

Get the facts. Take control. Do it now. www.CleanYourAir.org



Paid Media Reach-Phase 1

Paid TV in Philadelphia and Pittsburgh markets. Phase 1: 2/7/02-4/6/02. \$440,000.

- Reached all or parts of 21 counties in PA, 8 in NJ, 2 in DE and WV and 1 in MD.**
- Philadelphia market: reached 98% of all households an average of 24.7 times, with 67.9 million gross impressions.**
- Pittsburgh market: reached 98% of all households an average of 22.8 times, with 25.7 million gross impressions.**

Public Service Ads

All of PA, NJ, DE, MD, DC, VA, WV.

**Radio: 452 radio stations. 5/31/02
reports run 3,590 times, 35 stations,
with 5,593,700 gross impressions.**

**Newspaper: 520 papers. 5/31/02
reports run 10 times reaching a total
circulation of 66,600.**

**Magazines: 235 magazines. 5/31/02
reports to run 3 times, reaching a total
circulation of 7.2 million.**

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www.CleanYourAir.org

- **Ads drive consumers to website with direct links to sellers of renewable generation.**
- **the Problem, the Solution, and How to DO IT.**
- **Lists all clean electricity products, price, and content.**
- **2002: 13,500 visitor sessions from 3,300 unique visitors.**

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Direct Outreach

- **Target: key group and leadership industries -- colleges, health, larger businesses, government, churches.**
- **Supplement sales programs with “public” motivation and credibility.**
- **Technical assistance, networking conferences, speaking engagements.**
- **Rewards: awards and leverage media exposure.**

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Paid Media Reach- Phase 2

Public radio sponsorships on 2 stations in Philadelphia and Pittsburgh markets April through November 2003. \$80,000.

- Reached much of PA, southern NJ, northern DE, some MD and WV.**
- 2003: 8000 website sessions, 3300 unique visitors**

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Current Plans

- **Public Radio in Philadelphia**
- **Radio Pennsylvania Network**
- **Public Radio in DC**
- **Public Exhibits: Philadelphia Zoo and Eagles**
- **Cross Marketing**

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Policy

- It will take years for consumer demand alone to change the way electricity is made.
- Renewable Portfolio Standards
- A mandate *based on* consumer support.
- Pennsylvania, Maryland, New Jersey

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For More Information:

Peter Adels, PennFuture

215-569-9695

adels@pennfuture.org